

Design is about people. That's smart.

We are business consultants with a 31-year history of turning insight and innovation into successful consumer products, communications, and brands. Our multi-disciplinary approach brings together experts in product, graphic, and interaction design, business factors, engineering, and design research to ensure that its solutions connect with people.

Smart Design's consistent results are delivered by its international staff of 130 – working in teams across offices in New York, San Francisco, and Barcelona.

Product Development

Delivering innovative consumer products that delight customers, answer market demands, and solve critical manufacturing challenges.

Interactive Experience

Designing engaging, intuitive experiences ranging from simple product operation to the use of complex systems, technology platforms, and media.

Brand Communication

Creating indelible bonds with consumers by reinforcing critical brand attributes at every touch-point and developing strategies for brand growth.

Acer / Becton Dickinson / Bell Canada / Burton / Cisco / Clorox / Coca-Cola / Corning / ESPN / Ford / General Motors / Groupe SEB / Hewlett-Packard / Imation / Intel / Johnson & Johnson / Kellogg's / Lexar Media / LG Electronics / McDonald's / Microsoft / OXO International / Samsung / Shell / simplehuman / Starbucks / Timex / Toshiba / Toyota / Vicks / World Kitchen / XM Satellite Radio / Yahoo!

New York
601 W 26th St, Suite 1820
New York, NY 10001
212 807 8150

San Francisco
640 Bryant Street
San Francisco, CA 94107
415 255 7490

Barcelona
Trafalgar 38-42, 1st fl
08010 Barcelona, Spain
+34 935 846 615

Awards

Through the years, Smart Design has garnered over 150 other awards and honors and our work has been included in the permanent collections of museums worldwide.

- 2012** 2 x iF Product Design Awards
- 2011** 7 x IDEA Awards/Finalists, IDSA
red dot best of the best award: product design
red dot award: product design
2 x iF Product Design Awards
2 x Spark Awards
- 2010** National Design Award winner
11 x IDEA Awards/Finalists, IDSA
3 x red dot: product design
2 x iF Product Design Award
1 x Medical Design Excellence Awards, Gold (MDEA)
2 x Good Design Awards, Chicago Athenaeum
Spark Silver Award
- 2009** 5 x IDEA Awards/Finalists, IDSA
2 x red dot awards: product design
red dot award: communication design
2 x iF Product Design Awards
- 2008** 3 x IDEA Awards/Finalists, IDSA
red dot award: product design
3 x Spark Awards
Universal Design Award 08

